

From:**Sent:**

Wednesday, June 24, 2015 6:30 AM

To:

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B7(F)

Subject:

FW: Malaysian Private Sector Engagement to Counter Violent Extremism

Double tracking...

Darby

RELEASE IN PART B7(F),B6

SBU

This email is UNCLASSIFIED.

From: SMART Core**Sent:** Wednesday, June 24, 2015 6:27 PM**To:** Parliament, Darby A**Cc:** KUALA LUMPUR-SMARTS; Jakarta-SMARTS**Subject:** Malaysian Private Sector Engagement to Counter Violent Extremism**UNCLASSIFIED**

SBU

**MRN:**

15 KUALA LUMPUR 544

Date/DTG:

Jun 24, 2015 / 241026Z JUN 15

From:

AMEMBASSY KUALA LUMPUR

Action:

WASHDC, SECSTATE ROUTINE

E.O.:

13526

TAGS:

PREL, PGOV, PTER, KPAO, KJUS, MY

Captions:

SENSITIVE

Reference:

A) 15 STATE 66904

B) 14 KUALA LUMPUR 950

Subject:

Malaysian Private Sector Engagement to Counter Violent Extremism

1. (SBU) Summary and comment: Per Ref. A request, following are examples of private sector engagement on Countering Violent Extremism (CVE) and related activities with other vulnerable populations in Malaysia. Post is developing a robust program to counter terrorist propaganda, in partnership with Google (and potentially Twitter and Facebook) through a CVE grant to [REDACTED]

[REDACTED] The Star newspaper has been running a "Voices of Moderation" campaign in partnership with [REDACTED]. Other examples of private sector engagement with vulnerable populations that could be applied to the CVE context include an employment program for human trafficking victims and outreach to industry on labor standards. While our project with [REDACTED] and Google is in the early stages,

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the level of enthusiasm from participants in our two workshops is encouraging. The ultimate success of this project – the implementation of credible counter-messaging activities reaching vulnerable audiences – will largely depend on how effective the local participants are in developing those messages. At the very least, the project is matching individuals and organizations who know how to create CVE messages with companies that know best how to deliver those messages. Including Twitter, Facebook, and other social media companies in this initiative will further extend the scope and reach of these counter-messaging campaigns and strengthen the likelihood of the messages reaching the intended audience. End Summary and comment.

Counter-Messaging Activities with Google, Facebook, Twitter

2. (SBU) Through CT Bureau funding, Post's Resident Legal Advisor, in partnership with the Southeast Asian Regional Center for Counterterrorism (SEARCCT) conducted a three day regional workshop in November 2014 on countering violent extremist narratives. (Ref. B) The workshop connected representatives from Google and Facebook with government officials, law enforcement agencies, civil society leaders, religious authorities, and other practitioners to develop CVE partnerships. That initiative led to CT awarding [] a \$100,000 CVE grant to conduct a series of workshops with Google to develop online counter-messaging campaigns. In May, through Post support, [] and Google conducted a one day program with approximately 50 Malaysian bloggers, journalists, academics and other activists to start developing counter-messaging concepts and strategies. At the June 11-12 CVE Summit in Sydney, EAP's Regional CT Coordinator discussed our initiative with representatives from Twitter and Facebook, both of whom expressed strong interest in partnering with us in the region. B6 B7(F)

The Star Newspapers "Voices of Moderation"

3. (SBU) In partnership with [] one of Malaysia's leading dailies, The Star, launched last summer a "Voices of Moderation" campaign aimed at Malaysian youth. The ongoing campaign consists of a series of full page newspaper ads, photo exhibits, movie screenings and university lectures. The Star has also conducted a similar effort promoting moderation over extremism through its "Brave Views and Bold Ideas" campaign. The Star campaign is not necessarily targeted at efforts to counter violent extremism as we see it, but more aimed to reduce ethnic fissures. B6 B7(F)

JW Marriott and Human Trafficking Victims – Possible Lessons for CVE Engagement

4. (SBU) While not directly related to CVE, Post is engaged with the private sector on human trafficking and labor issues through several programs that could be applied to the CVE context. As part of Post's engagement on human trafficking, EmbOffs worked with the JW Marriott hotel in Kuala Lumpur, which agreed to hire confirmed trafficking victims. Post continues to work with Government of Malaysia and Marriott officials to connect trafficking victims to jobs at the hotel; the JW Marriott remains committed to this program as part of its corporate social responsibility activities, which could potentially serve as a model for other vulnerable populations.

Engagement with Industry on Labor Standards Possible Model for CVE

5. (SBU) Another example that could be applied to CVE is Post's work with the private sector and the GOM Council for Anti-Trafficking in Persons to share labor best practices in the electrical and electronics (E&E) sector. At a recent workshop we co-hosted, executives from Malaysian and multinational corporations detailed their programs to ensure fair treatment of their employees, thousands of whom are foreign laborers from Indonesia, Nepal, Vietnam, Bangladesh and the Philippines. The workshop created an action plan for industry and the government to work together to address challenges to upgrading labor standards for these vulnerable workers. Post will work with corporate presenters to disseminate best practices more broadly throughout the E&E sector and to organize follow up workshops. Such a workshop bringing together government and the private sector to develop an action plan could be potentially modified to the CVE context.

Signature:

YUN

Drafted By:

KUALA LUMPUR [REDACTED]

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EXEC:Yun, Joseph Y

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